

Council Social Media Use Policy

1.009

Section: 1.0 Council
Authority: Chief Administrative Office

Statement

The Municipal District of Bonnyville (M.D.) recognizes that its presence on social media sites is a useful tool to distribute accurate information to online users. A social media presence contributes to our municipal image.

Purpose

Establish social media protocols for elected officials to ensure a consistent and professional approach to communicate the M.D.'s business via social media platforms.

Definitions

For the purposes of this policy:

- (1) "Social Media" means internet platforms meant to develop the networking abilities of the Municipality using electronic tools. These platforms include, but are not limited to, "Facebook", "Twitter", and "Instagram";
- (2) "Tools" means electronic tools that are accessible and are used to produce, post and interact with text, images, video, and audio in order to communicate, share, collaborate, or network. This may include but is not limited to blogs, social networks, videos and photos file sharing, podcasting, and wikis;
- (3) "Council" means the elected members of the M.D. Council, including the Reeve.

Guidelines

- (1) The use of all social networking sites by the M.D. Council will adhere to:
 - (a) all applicable provincial and federal laws / regulations and internal policies and bylaws including but not limited to:
 - (i) the Freedom of Information and Protection of Privacy Act – FOIP;
 - (ii) the Municipal Government Act – MGA;
 - (iii) the M.D. Systems and Data Security Policy (#2A.014);
 - (b) the Terms of Service of each social networking site;
 - (c) the M.D. Council Members Code of Conduct Policy (#1.008);
 - (d) the M.D. Social Media Policy (#2A.020).
- (2) When Council members interact with the M.D. social media platforms, they:
 - (a) shall clearly note that they represent their personal views and not necessarily the views of the M.D.;
 - (b) are personally responsible for the content of their submissions;
 - (c) shall not reveal, disclose or discuss confidential M.D. matters;
 - (d) shall not reveal identifiable or personal information about another employee or resident;

- (e) shall not divulge information gained from companies or other third parties as contracted with the M.D. to provide goods, programs and / or services.
- (3) Use of Social Media in relation to the M.D. must also adhere to Council Members Code of Conduct Policy.
- (4) Council must acknowledge it is not their role to report directly on M.D. business. However; members are encouraged to share information from official M.D. social media platforms.
- (5) Council will include an "in my opinion" disclaimer either within the banner of their individual social media site(s) or separately when making follow up posts to the M.D.'s social media postings and when creating original posts pertaining to M.D. related business.
- (6) Unless otherwise specified, Council members who have active Social Media platforms will be tagged in photos posted to M.D. social media channels (where space allows).

Review Period

Within four (4) years from date adopted / amended / reviewed.

For administrative use only:

Previous Policy Number: (prior to July 24, 2019)	10.11.09
Related Documentation: (plans, bylaws, policies, procedures, etc.)	Attachment A: Social Media Best Practices Policy: Systems and Data Security (#2A.014) Policy: Council Members Code of Conduct (#1.008) Policy: Social Media (#2A.020)

Social Media Best Practices

Social Media Networks are an ever-changing environment, open to everyone in the world to use. As such, it is important for the Municipal District of Bonnyville (M.D.) to have a Best Practices Procedure to ensure the correct usage of these networks, and to maintain the municipality's reputation and integrity.

Content Guidelines

(1) Posting Guidelines for Followers:

The M.D. strives for a balanced, fair and honest online dialogue. Regardless if the comment is favorable to the M.D. or not, fair comments will stand. However, if comments are in contradiction to the guidelines as set out in the M.D. Social Media Policy (#2A.020), they may be removed by M.D. administrators (Communications Coordinator, Manager of Marketing and Communications). Continuous attacks that are in contradiction to the guidelines by the same user will lead to that user being banned from the M.D.'s Social Media Network Platform.

(2) Posting Guidelines for General Employees:

The Marketing and Communications Department monitors all M.D. Social Media Networks and Platforms. Any posts made by any M.D. staff on the M.D. platforms which contain offensive, libelous or malicious content will be noted, recorded and then deleted from said platform. The record will then be given to the Chief Administrative Officer (CAO) and may result in disciplinary action. Employees and their immediate family members are not eligible to win prizes in any contest hosted by the M.D. or Kinosoo Ridge Social Media Platforms.

(3) Posting Guidelines for Communications Staff:

Conversations on Social Media Platforms are often informal. Responses to conversations on Social Media Platforms may be informal as well. However, it is important to remain professional in dealing with the public in this online environment. As it is a public forum, this means any and all comments can be reposted by users (including media). The following should be kept in mind when making or responding to posts on Social Media Platforms:

- (a) Maintain a respectful, constructive tone. Refrain from using emoticons or Internet slang.
- (b) Stick to the facts. Do not engage in debate.
- (c) Do not launch personal attacks against followers.
- (d) Do not make partisan or political comments.
- (e) Do not criticize M.D. procedures, policies or business practices.
- (f) Adhere to confidentiality standards. Do not post anything not meant for public consumption.
- (g) Do not link to material that would be in contravention of the Guidelines as outlined in the M.D. Social Media Policy (#2A.020).
- (h) Consistent engagement is important. However, keep in mind the Social Media Communications Strategy as laid out M.D. Content Marketing Plan.
- (i) If an employee is unsure how to answer or handle a situation, seek advice of the Manager of Marketing and Communications.